

Livery Schools Link Ltd – Purposes and Grounds for Processing Personal Data

Below, in a table format, is a description of all the ways LSL processes personal data, detailing which legal basis is relied upon.

Types of Data:

- **Identity Data** includes first name, last name, username or similar identifier, title,.
- **Contact Data** includes email address and telephone numbers.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
- **Profile Data** includes your username and password, your interests, preferences, feedback and survey responses.
- **Usage Data** includes information about how you use our website, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

Purpose/Activity	Type of data	Lawful basis/ground for processing, including basis of legitimate interest
Processing information individuals give LSL		
To carry out our obligations arising from any contracts and agreements entered into between you and us;	(a) Identity (b) Contact	Performance of a contract with you
To provide our charitable services for organisations, and for individuals who wish to volunteer;	(a) Identity (b) Contact (c) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (for running our business)
To provide your CV and other details to organisations, and members of the LSL team;	(a) Identity (b) Contact	Necessary for our legitimate interests (for running our business)
To notify you about changes to our services;	(a) Identity (b) Contact (c) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records

		updated and to study how customers use our products/services)
To provide you with information about services we feel may interest you.	(a) Identity (b) Contact (c) Technical (d) Marketing and Communications	Necessary for our legitimate interests (for running our business, to develop our products/services)
To ensure that content from our site is presented in the most effective manner for you and for your computer.	(a) Identity (b) Contact (c) Technical (d) Marketing and Communications	Necessary for our legitimate interests (to keep our website updated and relevant, to develop our business)
Processing information LSL collects about individuals		
To administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (d) Marketing and Communications	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To improve our site to ensure that content is presented in the most effective manner for you and for your computer;	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications	Necessary for our legitimate interests (to develop our products/services and grow our business)
To allow you to participate in interactive features of our service, when you choose to do so;	(a) Identity (b) Contact (c) Usage	(a) Performance of a contract with you (b) Necessary for our legitimate

	(d) Profile (e) Marketing and Communications	interests (to study how customers use our products/services, to develop them and grow our business)
As part of our efforts to keep our site safe and secure;	(a) Identity (b) Contact (c) Technical (d) Usage	Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud)
To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications	Necessary for our legitimate interests (to develop our products/services and grow our business)
Processing information LSL receives from other sources		
We will combine this information with information you give to us and information we collect about you. We will use this information and the combined information for the purposes set out above (depending on the types of information we receive).	(a) Identity (b) Technical (c) Usage (d) Marketing and Communications	Necessary for our legitimate interests (to develop our products/services and grow our business)